Bowling Center Operator Tips & Tools For Maximizing The Kids Bowl Free Program

Getting Started

IMPORTANT: **In order to take advantage of early marketing and registrations, post your starting dates and times by March 1!!**

Go To: http://kidsbowlfree.com/dashboard

Note: You'll need your Kids Bowl Free Password
Lost Password? Contact us at 1-877-841-4590

***Also Important*…The sooner you nominate your local elementary and/or middle schools for the possibility of winning a "Bowling To Schools" grant, the better for your KBF Program and/or other school related programs.**

BBBI will notify schools of your nomination and will forward you any requests for KBF cards customized for your center.

Best Practices By Centers

Here are some of the "Best Practices" from centers that registered the largest number of children last year for you as a guideline. Choose what will best accommodate your center's policies and procedures.

#1 – Providing lots of hours for the program.

Most of the participation is by kids and families during the daytime. Many centers reported daytime traffic from 10 AM – 5 PM to be the heaviest use of the program. Centers that had the highest registration numbers typically offered the program "anytime lanes available".

If you participated in the program last year, you'll notice that we have provided you your terms and conditions from last year to help you out. You will still need to enter the data and click on the submit button to provide this year's terms and conditions to us. You may of course change last year's terms and conditions for this summer if you wish.

For groups or chains that have multiple centers and would like the EXACT same terms and conditions for each center here's what you can do:

#1 - Complete the Terms and Conditions for one center

#2 – Email lori@kidsbowlfree.com with the center name and location that you entered the terms and conditions and we'll copy them to all of your other centers for you.

#3 - If you have multiple centers and need different dates and times for each you'll need to complete terms and conditions for each center one at a time.

If you need any help getting your password or terms and conditions entered please contact our office at 1-877-841-4590 or email lori@kidsbowlfree.com.

#2 – Prepare for Distribution of Kids Bowl Free Cards To Your Schools – This Is V-I-T-A-L!

Bowling To Schools Grant Program

BBBI awards $1,000.00 grants directly to elementary and/or middle schools.

What You Need To Do:

1. **Nominate Elementary and Middle Schools (Drawing held after program ends yearly)**
   - ✓ Go to your center dashboard page at ***http://www.kidsbowlfree.com/dashboard*** **,** select the Schools / Churches tab, click on the "Nominate" tab and enter up to 30 elementary and/or middle schools from your area.

What the BBBI/Kids Bowl Free Office Will Do:

1. **Obtain Names/Addresses of Nominated Schools From Centers (via your dashboard page)**
   - Please be sure you provide the proper mailing address of the school to ensure post office delivery.

2. **Send Communication to Nominated Schools Confirming Their Nomination**
   - We ask the school if they are interested in receiving KBF cards, an email image of the KBF card or information from your center.

3. **Automatic Email sent to Your Center**
   - If the school requests KBF cards, email image of the KBF card or additional information, we will email you their request to the email address we have on file.

4. **Perform Drawings**
   - BBBI will conduct drawings.

5. **Award Winning Schools With $1,000 Check**
   - We will notify the nominating Bowling Center first to make you aware and to ask if you would like to present the school with the check. Centers in the past, have arranged for media coverage or other celebrations at the check presentation.

6. **Post Winning Schools on www.KidsBowlFree.com**

Kids Bowl Free Card Distribution (March– Mid May)

A. Ask for permission to distribute Kids Bowl Free Summer Bowling Program cards at each individual school – NOT at a superintendent or administration level.

B. If you meet resistance, present the school's PTA / PTO with the opportunity to distribute the Kids Bowl Free Summer Bowling Program cards.

C. Rubber band Kids Bowl Free Summer Bowling Cards into average class size number to make it easy for the school office to distribute to teachers and kids.

D. Thank office staff for their help distributing the cards to the teachers and kids.

E. If you face difficulty please see our PTA / PTO program. It's Tip #10.

Broad Distribution Of KBF Cards = Biggest Success

#3 - Distribute cards to organizations other than just schools. Below you'll find just a few groups that centers have had success with.

* Parks and Recs.
* Daycare Centers
* YMCA
* Church Groups
* Home School Groups
* Parades
* Events
* Carnivals
* Local Businesses
* Dentist Offices
* Beauty Shops
* Carry Outs
* Auto Repair Shops
* Bookstores
* Pediatricians

These are also great locations to get your foot in the door to discuss additional party, league or fundraising opportunities at your center. Keep distributing cards through late July. The Kids Bowl Free Summer Bowling Program is still A GREAT DEAL for families that participate only for the last few weeks of the program.

#4 - Distribute your Kids Bowl Free Summer Bowling registration cards and start your Kids Bowl Free program on or before April 15.

For many years bowling centers have had a "gap" in business from the completion of traditional leagues ending in mid-April and Spring / Summer Leagues starting in mid-May.

Since many schools are not out of school until late May or early June, many bowling centers have waited to distribute cards until the end of the school year when lots of other items are being sent home and teachers are extra busy. Your cards get more attention if they go out earlier.

We also recommend that you use the Kids Bowl Free program to drive traffic into the "gap" from Mid-April thru the end of the school year. Not only is this a great way to help promote other summer programs, but it's a great way to get your sweeps going up and down during the "gap" too!

The other big reason to distribute early is that you are not going to be lost in the end of the school year shuffle. The last few days of school the kids are sent home with all of their art projects, science experiments, along with offers from other businesses. Don't wait and get lost in the shuffle, distribute your cards now for improved summer business!

#5 - Deliver your Kids Bowl Free Summer Bowling Promo cards door to door to area businesses.

Delivering cards to area businesses is a great way to get the word out in your community. Here is a quick example of what you would say and do when entering a local business…

"Hi I'm Darin from Happy Bowl. We are starting our Kids Bowl Free program for the summer and we would like to provide your employees children with Two Free games of bowling every day this summer. These cards are provided to you for Free, all we ask is that you make sure they get distributed to all of the employees with young children or grandchildren. How many employees do you have?"

Stop talking & wait for the number of the cards that the business would like. Then retrieve them from your car.

Then...ask for a business card and let the person know that you will enter them in to win a bowling party for their staff members too. Now you have a contact person for holiday parties next year too.

Last year a center delivering cards to employers like this booked a $1,500.00 bowling party on the spot with no appointment…forward us your success stories to darin@bowlingbusinessbuilders.com

#6 – Be Familiar with Redeeming KBF Coupons On Mobile Devices.

Again this year, we will have the option for consumers to register and redeem coupons from their mobile devices. This service will be available for all smartphones – both Android and iPhone devices.

By redeeming the mobile coupons properly, centers are provided with additional information on their dashboard, including coupon usage and frequent coupon users. Mobile coupon usage and information is available on the center's dashboard page at: http://www.kidsbowlfree.com/dashboard

Instructions For Redeeming Mobile Coupons

- ✓ Go to your KBF admin/dashboard page at http://www.kidsbowlfree.com/dashboard to obtain your mobile coupon pin number and make the pin number available for front desk employees.
- ✓ When customers come in to redeem their KBF coupons on their mobile device, your front desk employee will enter the center pin number on the customer's phone which will redeem the coupon, add the information to your center admin/dashboard page and remove the customer's coupons from their account for that day.
- ✓ At the end of the day, you can log into your dashboard page and view the number of mobile coupons redeemed.

PLEASE NOTE: MOBILE COUPONS CAN ONLY BE TRACKED ON YOUR KBF ADMIN/DASHBOARD ACCOUNT IF YOU ENTER YOUR PIN NUMBER ON THE CUSTOMER'S MOBILE DEVICE TO REDEEM COUPONS.

#7 – Encourage Kids Bowl Free Families To Download The Free KBF APP.

The KBF Free APP makes it easy for participants to access their coupons and also serves as a constant reminder on their devices that going bowling is a great option year round. The more KBF families that download the APP, the stronger the overall results of your Kids Bowl Free Marketing Program will be.

#8 - Offer FREE Lesson Days During Your Kids Bowl Free Summer Bowling Program.

Our most successful centers graduating new customers from Kids Bowl Free to fall league programs are centers that offer free lessons for kids during the summer.

Centers that have been successful with this option are creating lesson times around lunch and dinner to make it an opportunity to generate additional snack bar sales too.

A number of members have increased their youth league numbers dramatically by using the following 3 step system.

1. Became a Kids Bowl Free participating center and created a ton of interest from new kids and families in the community.

2. Set up FREE lesson days during the summer where coaches are available to teach the kids how to improve their bowling skills. But more importantly a "Sales Person" was there talking with parents about youth programs and other opportunities for families to do more business with his center. This sales person is often best the owner or managers. You're there to talk and answer questions and not be a pushy sales person.

3. Sell these families into youth programs including 8 for 8 and other short season formats to get them started in shorter sessions.

Some of the kids will go from open play to league play without steps, but you have to remember the majority of these kids (80+%) are brand new to bowling.

Asking them to join a traditional league just after trying you for the first time is kind of like going on a first date and then asking your date to get married. Yes it happens from time to time in Las Vegas, but if you want a lasting relationship it's not really the best way to go about getting married.

To help you we've created a Kids Bowl Free Learn To Bowl Poster & Flyer that you can customize with your FREE lesson times each week. Click on the 'promo items' tab on your KBF dashboard page to get it now.

#9 – Use the Kids Bowl Free Summer Bowling Promotional cards as a local (neighborhood) newspaper insert, or 8 ½" Flyer.

Typically inserting a small card can be done for between $30-$50 per 1000 inserted. Most papers will allow you to do an "area" so you can pinpoint the neighborhoods near your bowling center. You may even get a feature story on your Kids Bowl Free program if you ask for it! Last year one center added over 1500 names to their databases after inserting the cards into their local newspaper.

#10 – Display Posters In High Traffic Areas Where Families Visit.

We've created some attractive posters for inside the center to draw attention to the program. Display them at your center and perhaps order extra ones to:

* Give the posters to PTA's for their meetings
* Mall Community Boards
* Grocery Store & Convenience Store Community Boards
* Laundromats
* Send to Media along with a "Press Release" Letter

This artwork is also available online through the 'promo items' tab on your KBF dashboard page.

#11 – Contact your schools PTO / PTA Groups to distribute Kids Bowl Free Summer Bowling Cards.

We have found that when centers experience resistance at the school administrative level when it comes to distributing cards, the PTO/PTA organization can be very helpful.

Here Are A Few Of The Tools We've Built To Help You With PTO / PTA's:

#1 - A PTO / PTA Letter that you can customize and distribute for your center.
#2 – Provide the PTO / PTA with the .jpg image of the Kids Bowl Free card to include in email communications from their organization to parents in your district.

To Get The Customizable Letter Go To Our Kids Bowl Free Bowling Center Tool Box which you can access using the 'promo items' tab on your KBF dashboard page (www.kidsbowlfree.com/dashboard)

#12 – Don't stop handing out Kids Bowl Free Summer Bowling Cards just because school is out or it's the end of June.

Many centers only distributed cards to schools in the past and it's a huge mistake. They miss out on many great opportunities. Your summer bowling program is a great value even if there is only a few weeks left in your program and plenty of families will still sign up even at the end of the summer.

Assuming that every family knows about the program because you handed cards out at school is a big mistake. As the parent of a young daughter I am reminded weekly about something that I didn't know about going on at school until the last minute or even after the event was over. Sometimes this happens because the flyer went in the trash before it got home, other times because her Mom saw the flyer and didn't let me know right away (I'm also guilty about this as I don't remember to forward every flyer sent home to her either) and other times because it was buried in with other messages sent home from school.

Here are some additional locations that you may want to distribute cards at: Hand out cards at Sporting Events, Festivals and other local gatherings that draw families.

We've discovered that the centers that distribute more cards and distribute them all summer long have more families and kids registered for their program.

There is a direct correlation to the size of your database and the number of leads that you'll receive for bowling leagues, fundraisers, birthday parties in the fall. If you'd like more fall business you need to work on growing the size of your Kids Bowl Free program **all summer long, and not just a few days in April or May.**

#13 – Distribute cards at high traffic, high frequency stores.

Distribute cards at high traffic, high frequency retail stores. Think about stores in your community that do a lot of volume. These could include restaurants, fast food restaurants, gas stations, salons, ice cream shops, etc.

You can get help promoting Kids Bowl Free by offering to help these local businesses promote their business too. Every bowing center has the ability to help many other local businesses and in return have them help you.

If you need additional cards please send an email to Lori@KidsBowlFree.com requesting additional cards. Additional personalized cards are available for just $249.95 per 5000 cards.

#14 – Partner with local police & fire departments to distribute Kids Bowl Free Summer Bowling Program cards.

Do you remember when local police departments would distribute baseball cards to area youth at local fairs and events? Many times they would even distribute to kids playing in parks too!

Team up with your local police or sheriff department to distribute your Kids Bowl Free cards just like they have distributed baseball cards in the past.

#15 – Use Kids Bowl Free Designated Lane Signs to control your peak periods.

Now that we have lots of tips in your hands on how to drive traffic into the bowling center, we thought it would be important to give you a tool to control the traffic.

We have already in your terms stated that the Kids Bowl Free Summer Bowling program is available on designated lanes only. This gives you the flexibility to control on a daily basis how many lanes you have available.

As an example if it's 80 and sunny mid-week all your lanes may be available for Kids Bowl Free. If it's a Saturday and the weather turns in your favor to drive extra paying customers indoors maybe you only designate 1/2 of your lanes for the Kids Bowl Free program.

We have created a couple signs that you can print and laminate to designate your Kids Bowl Free lanes. You can also use these on some of the automatic scoring system overhead monitors.

To Get The Kids Bowl Free Designated Lane Signs Go To Our Kids Bowl Free Bowling Center Tool Box by clicking on the 'promo items' tab on your KBF dashboard page (www.kidsbowlfree.com/dashboard)

#16 – Download the Kids Bowl Free card and place it on your website with a link to your Kids Bowl Free registration page.

Your website is a great place to start getting registrations and spreading the word about your program.
All you need to do is visit our toolbox, available through your KBF dashboard page, to download the Kids Bowl Free card image, upload it to your website, place on your home page and then link it to your registration page on www.KidsBowlFree.com.

#17 – Send an email out to school PTO / PTA lists and your existing customers too.

A few bowling centers have been asked by their school district to email the Kids Bowl Free Summer Bowling Program information out to the parents instead of having to distribute the cards to the children at school.

A Kids Bowl Free center in Tennessee registered over 5,000 kids as a result of an email sent by the PTO to the parents of the kids in their district before they even distributed cards to the schools.

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Here's an example of what you may provide the school...

This is an email we sent out to a bowling center's customer list.

Kids Bowl Free Summer Bowling Program Starting Soon...

Hello Darin,

Last summer our bowling center participated in the Kids Bowl Free Summer Bowling program. Each child received 2 FREE bowling games every day during the summer compliments of (**INSERT YOUR BOWLING CENTER NAME**).

The Kids Bowl Free program will be starting soon at (**INSERT YOUR BOWLING CENTER NAME**) and you can register now!

Here's How You Can Register Your Family

1. Click here to register your family today. **(link to your registration page on www.KidsBowlFree.com)**
2. Complete the registration form for your children
3. If you would like to purchase a family pass for any adult family members, please complete the registration form. Family passes will allow for up to 4 adult members in your family to bowl 2 FREE games every day all summer too. Adults may include children above the age of 15, parents, grandparents or an adult babysitter.

Don't Delay...

The Kids Bowl Free program will be starting soon and every day you delay you're missing out on FREE bowling games at (**INSERT YOUR BOWLING CENTER NAME**).

Sincerely,

YOUR NAME
Owner, (**INSERT YOUR BOWLING CENTER NAME**)

P.S...Forward this email on to friends and family members that may be interested in participating in this unbelievable bowling deal!

#18 – Free Bonus Services To KBF Centers To Expand Youth Leagues And Increase Birthday Parties With Our New Animated e Flyers.

As in the past, BBBI will message parents in the fall and mid-season suggesting they look into signing their children up for youth leagues at your center. This marketing cycle, the emails will contain BBBI's ***new Youth League development Animated e Flyer*** and BBBI will send out the email to parents in November, December and January. We suggest that you also use the Youth League video in emails and other promotional efforts every month also to maximize your leads. The video can be found on your KBF Dashboard.

BBBI emails the adult that registered a child in your program 2 months out and 1 month out from each child's birth month suggesting a Bowling Birthday Party at your center. New for this marketing cycle – the email will include a ***Birthday Party BBBI Animated e Flyer (video).*** We suggest you email the birthday video also, as well as post it on your website, use it on Facebook and Instagram and screens in your center. The video can be found on your KBF Dashboard.

#19 – Expand Your Kids Bowl Free Summer Bowling Program Hours.

Some centers provided a very small window of opportunity for families to use the passes. Registration numbers over the past few summers show strong indications that centers with a very limited time frame to use the program are experiencing far fewer registrations lower level of success.

Remember most of the activity with this program is during the week during the day. If you are only offering a few hours during the week at night you may want to revisit your summer hours and offerings.

#20 – Contact Media Outlets To Let Them Know About Kids Bowl Free.

Many local TV, Newspapers and Radio stations are looking for great stories in your community. That's the good news. The bad news is that most of them are waiting to get the call from a local business owner or one of their customers to let them know about such stories.

When these media outlets learn about Kids Bowl Free they are very excited to introduce the program to their subscribers or viewers.

The Bowling To Schools Grant Program is a great program to speak to your local media about…not to mention the fantastic 2 FREE game offer and family time that you are providing for families in your community.

A Few Ways That You May Invite The Media...

#1 - Hosting a FREE Family Bowling Night in early May to kick off your program and invite all of the media in your community to attend.

#2 - Introducing the program to your media and inviting them in to do a segment for their morning show, perhaps from your center.

#21 – Raise Money For Your Local PTO/PTA (s).

Dennis Todero and his centers generated great traffic one summer helping raise money for local school PTO's. This tactic also opened more doors for his centers and additional visits during the summer too.

Dennis' PTO Fundraiser Model

#1 - Identify school PTO leaders at every elementary school near your center.

#2 - Provide them with the Kids Bowl Free Summer Bowling Program information and cards to distribute to the families at their school.

#3 - Add a PTO a fundraising element! Dennis gave the schools PTO $.50 per family pass visit...yes he paid them to redeem FREE Game coupons. This also helped to promote even more family pass sales (Over $9,000.00). The fundraising element provided more visits to his centers that in turn generated A LOT more food and beverage sales.

Pick up the phone today and get a hold of your local PTO and offer them the opportunity to add the fundraising element to your program too!

#22 - Get Your Staff Really Involved!

Centers that were the most successful had help from their ENTIRE staff and not just their "Marketing Team" or owners. These centers made sure that their staff knew that the Kids Bowl Free Summer Bowling program is

just the start of a marketing process that goes on all season and it's important to provide a GREAT experience even to these "FREE" coupon holders.

Bowland/Head Pinz Bowling Centers In Southwest Florida owned by Pat and Lisa Ciniello made sure that the entire team was onboard even before cards were distributed. Their marketing director Mike Cannington made sure that their staff was geared up and enthusiastic about the program.

Here Are Just A Few Things That Mike and his team did:

1. Held in-center training session for all staff-not just front desk personnel. Kitchen, mechanics and lounge team were involved throughout the process of launching Kids Bowl Free into their community.

2. Goals were established for each center. They met each goal...in fact they blew away their goals! Very important to set a number that you'd like to register for your program and monitor it often.

3. Weekly reports were generated to keep all staff up-to-date on progress of the program.

4. Follow-up meetings were held at least 3 times at each center.

Some Results Of The Planning & Goal Setting

- ✓ Huge financial success during the normally slow summer months. Every center saw huge increases in shoe rental, food / beverage / vending sales.
- ✓ One center booked 2 parties that brought in over $7,800.00 of revenue.
- ✓ Traffic count was up 25.8% which equals more than 32,000 people coming into their centers.
- ✓ Over 7,400 parents in their database to communicate all year long!
- ✓ **Summer Revenues Up Over $70,000.00 While League Play Was Down Over 30%**

#23 – Offer a Summer Shoe Rental Pass.

Over the past few years a number of centers have discovered that offering a Summer Shoe Rental Pass option has been very beneficial to their bowling center and made the guest experience better too.

One example of this is Jim Plessinger from Suburban Bowlerama in York, PA. Over the past two summers Jim offered the summer shoe rental pass for $9.95. During these two summers he sold over 1600 shoe rental passes accounting for over $16,000 of shoe rental revenues. Centers price the pass from $9.95 to $19.95.

Here Are Some Of The Benefits:

#1 - All of this money is collected in advance putting cash in the register during Jim's worst months of the year May and June.

#2 - Happier guests because they can come bowling without having to pay for shoe rental every time the bowl.

#3 - More visits from the guests as they are not worried about having to pay for shoe rental on every visit. This also allows for them to spend more while they are bowling each visit as they have "Fresh" money in their pocket and aren't paying for shoe rentals. It also allows more families to catch the bowling bug and continue after the summer program has ended.

#4 - Less customers going to buy their own shoes online or at a pro shop. Now this is not all bad as we know customers that purchase balls and shoes are much more likely to become league customers, but some centers look at this as lost revenue...guess each person has an opinion, but the summer shoe rental pass seems to be a very happy medium.

As always we're not telling you what to do...but sharing the experience of centers that have been very successful over the past few summers with the Kids Bowl Free program.

#24 – Distribute Kids Bowl Free Cards To League Players.

During the launch of Kids Bowl Free during the summer of 2009, bowling proprietor Keith Henderson of Vestavia Bowl went against the grain…doing something that many operators were scared to do...he distributed his cards not only to schools, but to his existing league players!

It proved to be a huge home run. First he went table to table thanking league customers for bowling with him and explained the Kids Bowl Free program was a way to thank them for bowling during the league season. Many bowlers could sign up their children or grandchildren. Others forwarded the information to nieces, nephews or neighbors. It created a ton of BUZZ about the program for his center. Keith registered 10,692 kids from 4,470 families and generated over $10,000 of family pass revenues. The great part about distributing these cards to league players is that they are already bowlers and enjoy bowling, many of them want to see league play filled again and are anxious to help you introduce more families to our great sport.

#25 – Add Kids Bowl Free Info To Your Email Communications & Your Personal Email Signature.

Little hinges can swing big doors. Just think of how many emails you send out each day. Personally I send hundreds and sometimes thousands…but even if you only send 10 a week…why wouldn't you let everyone know how to sign up for your program. Below is an example of an email signature. It includes a KidsBowlFree Url so every email sent has a chance to register more families or catch the attention of someone influential.

Yours For Better Bowling,
Joe Proprietor
123-456-7890 mobile
123-567-8901office
123-678-9012 fax
www.happylanes.com
www.kidsbowlfree.com/**happylanes**

#26 - Distribute Cards To Local Restaurants To Give Out With Guest Checks.

Restaurants in your community are great to partner with for a few reasons.

#1 – They have many of the same customers that we do.
#2 – You can provide a great "Thank You" gift to restaurant customers at no charge to the restaurant owner.
#3 – You can start working with these restaurants to start new leagues or HIP / SIN parties on slow nights at your bowling center.

In the past we've had bowling centers work with restaurants like Texas Roadhouse (a family friendly steakhouse franchise). Each time they handed over the guest check they included the Kids Bowl Free cards as a surprise bonus to the restaurant customer.

We know that people don't quit dining out in the summer so they are a perfect fit to distribute cards for you all summer long.

#27 – Distribute Cards To Local Churches.

If you look for some of the bigger churches in your community you'll be floored at the total number of members. Especially in areas where there are some of the non-denominational new age churches. Last year one church distributed over 10,000 cards for a participating center. These churches are also a great prospect for youth group outings, family bowling leagues and fundraisers. You have to go visit the churches in person. Get out of the center and go meet some new opportunity in your community. Put your Kids Bowl Free Church Database to work … located on your dashboard.

Massive Action, Massive Success!

In closing we hope that you will use as many of these tools, tips and suggestions that we've provided to you. These have been developed over the past few summers as the program has evolved and success stories have emerged. Undoubtedly, we'll have centers this summer that implement all of these strategies and others will only implement one or two.

If you want to have a better opportunity this fall and winter to grow your business it starts right now! We know that by having more families participating in your summer program you'll be set up for better success flooring leagues, birthday parties, fundraisers and more in fall.

Have A Great Summer,

Your Kids Bowl Free Team

PS…As we get new tips and tools in this summer we'll be forwarding them to you via email and fax. Watch your in-box and keep paper and ink in your fax machine.

If you have additional questions, feel free to contact us at:

1-877-841-4590
lori@kidsbowlfree.com